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JF Etter, MM Bergman, JP Humair, TV Perneger - Addiction, 2000 - Carfax Publishing, part of the Taylor & Francis Group

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CN Bell, MJ Becker, WC Carson, ML Henry, RS ... - US Patent App. 09/766,504, 2001 - Google Patents

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**System and method for developing tailored content**

WR Matz, SR Swix - *US Patent App. 10/017,630*, 2001 - [Google Patents](#)

**... A large number of web site users may read ... and MeasureCast provide direct methods of measuring the popularity of a ... that may have been viewing television at the ...**

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